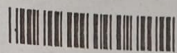


70557



Reg. No.

--	--	--	--	--	--	--	--	--	--

I Semester M.Com. Degree Examination, June/July - 2022

COMMERCE

Business Models for Start-ups (Soft Core)

(CBCS Scheme)

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any **Seven** questions out of **Ten**. Each question carries **Two** marks. $(7 \times 2 = 14)$

1. a) State the meaning of Start - up.
- b) What do you mean by the word "Fintech"?
- c) Give the meaning of Venture Capital.
- d) Mention two advantages of Entrepreneurs to the Economy.
- e) What is a Business Model?
- f) Mention two social aspects of a Business Plan.
- g) Who is the founder of OYO Rooms?
- h) What are Business Accelerators?
- i) Give examples of two successful Indian startups.
- j) Give the meaning of risk.

SECTION - B

Answer any **Four** questions out of **Six**. Each question carries **Five** marks. $(4 \times 5 = 20)$

2. Bring out the characteristic features of a Start - up.
3. Write a short note on start - up India.
4. What are the challenges faced by Start - up Entrepreneurs in India?
5. Elucidate the different objectives of writing a business plan.
6. What is SWOT analysis? How does it help in business planning?
7. What are the objectives of risk management?

[P.T.O.]



(2)

70557

SECTION - C

Answer any **Two** questions out of **Four**. Each question carries **Twelve** marks. $(2 \times 12 = 24)$

8. Explain the different types of Startups with suitable examples.
9. Write a note on the different Roles in a Startup and their functions.
10. Briefly explain the key components of a Business Plan.
11. Explain the Risk Management Process.

SECTION - D

Answer the following question.

$(1 \times 12 = 12)$

12. As an individual with an entrepreneurial idea to start a restaurant, you are required to write the Executive Summary of your Business Plan to submit to the bank for the purpose of seeking loan to fund your business startup.
-



243815

70557

Reg. No.

--	--	--	--	--	--	--	--

I Semester M.Com. Degree Examination, April/May - 2024

COMMERCE

Business Models for Startups

Paper : 1.7

(CBCS Scheme)

Time : 2 Hours

Maximum Marks : 50

SECTION - A

- I. Answer any Five out of Seven questions. Each carries 2 marks. (5×2=10)
- Define the term "startup".
 - Mention any two objectives of the Pradhan Mantri Mudra Yojana in fostering entrepreneurship.
 - Mention any two significant factors of venture capital in supporting start-up growth?
 - Mention any four eligibility criteria for start-ups in India.
 - Mention any two significant role of standup in promoting entrepreneurship among marginalized communities.
 - What do you mean by Single Point Registration scheme for Start-ups?
 - State any four scope of start-ups in the field of Electronics and Information Technology under the SIT-EIT initiative.


SECTION - B

Answer any Four out of Six questions. Each carries 5 marks. (4×5=20)

- Provide an overview of the Indian startup ecosystem, emphasizing the role of government initiatives in supporting start-ups.
- Discuss the functions of Incubation centres in nurturing and fostering the growth of start-ups.
- Evaluate the benefits provided to start-ups by the Indian government, including tax exemptions and legal support.
- Analyze the challenges faced by start-ups in India and suggest possible solutions.

[P.T.O.]

(2)

- 
6. Explore and explain the various business models of successful start-ups like Swiggy, Paytm, and Oyo.
 7. Elaborate on the credit guarantee scheme for start-ups and its importance in facilitating financial support.

SECTION - C

Answer any One out of two questions. Each carries 10 marks.

(1×10=10)

8. Assess the impact of startup India on the overall economic landscape of India.
9. Discuss the role of international business models in shaping the strategies of start-up in India and abroad.

SECTION - D

Answer the following question.

(1×10=10)

10. Case Study: You are a consultant advising a group of entrepreneurs planning to launch a start-up in the education technology sector. The start-up aims to provide personalized learning solutions for school students.

Sub-Questions:

- a) What are the key components of a successful business model for an education technology startup?
- b) Identify and discuss the potential challenges the start-up may face in the Indian market.
- c) Suggest strategies to overcome the challenges mentioned in question 17.
- d) How can government initiatives, such as Startup India, support and contribute to the success of the proposed start-up?
- e) Outline a marketing plan for the start-up, considering the unique aspects of the education technology sector.